

Ensogo, a LivingSocial company, Announces New CEO

By EON



Ensogo, the country's leading social shopping site and a LivingSocial company, has announced the appointment of Jojo Añonuevo as the new Managing Director for its Philippine operations. Añonuevo succeeds Alejandro Cruz, who has been appointed General Manager of the company's soon-to-be-launched new venture.

"Jojo has an excellent track record in guiding fast-growing companies develop into large, successful enterprises," remarks Varsha Rao, Vice President, Asia of LivingSocial. "With his ability to identify and seize growth opportunities as well as his proven skill in strategy building, we are very confident that he will help us further expand Ensogo in the Philippines."

Having spent over 25 years in the information technology (IT) industry, Añonuevo brings with him a wealth of experience in sales and marketing, strategic business development, and e-commerce. He was most recently Senior Director for International Development of South-East Asia at Zynga, Inc. Prior to this, he held leadership positions at Yahoo! Asia-Pacific, Digital Media Exchange and Oracle Corporation.

"I'm extremely pleased and excited to lead Ensogo, which has been able to achieve market dominance in the Philippines in such a short time," remarks Añonuevo. "With the local social commerce industry still in its infancy stage, there is still a tremendous room for growth and innovation. I am eager to work with Ensogo's dynamic local team to further meet the growing market demand."

Ensogo achieved market leadership by offering attractive deals that provide unparalleled value-for-money to its members. "Building on its initial successes, it's time to further tap into Ensogo's market potential and take it to the next level."

Recently celebrating its first year anniversary in the country, Ensogo offers daily deals of up to 90% off the best things to do, see, eat and buy in the country. Ensogo was acquired in June 2011 by LivingSocial, a Washington D.C.-based deals site and one of the world's largest social commerce companies.

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